For the Wartime Mother To Be

Price 2½d. Post Free

Wartime Mother-to-be

THESE are strenuous days, perhaps the most strenuous that the civilian population has ever known, and almost without exception, everybody finds that increasing demands are made daily on time and energy.

In this " People's War," it is the ordinary " man and woman in the street," that has to shoulder the burden and see it through. We must economise in this direction and in that, in order that the fighting services may be equipped and trained for the final offensive that will bring us peace once more. All this is true but in all the articles and talks I have heard there is one point that is missed. We are told that our enemies are trying to destroy democracy, and that if they win, democracy will die. We are told that our victory will assure the democratic way of life for all future generations—that is also true. But we are not told that at the present birth rate not only democracy but most of the white race has only about 10 to 15 generations to go before it dies out for lack of new lives to replace the old ones. This is a grim statement, but it can be proved, and as this is so, it follows that Expectant Mothers are rendering their Country the most important service it is possible for any woman to achieve. In most cases they continue to render great service by doing work of National importance, for quite a long time, if they are properly equipped. This is where we come in. It is our aim to equip the Expectant Mother not extravagantly but suitably in order that she may carry on in comfort during pregnancy, which is a very important asset. In this Catalogue we are showing styles that will meet every occasion, which we know will help the Expectant Mother to be happy and comfortable.

WELLCOME LIBRARY
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Maurice Pocock.

TREASURE COT

103, OXFORD STREET, LONDON, W.1

Telephone : GERrard 4951 *Telegrams :* " Tresurcot, Phone, London"

22502602993

We have a large stock of wool skirts in plain colours and various checks. 6 coupons. **69/6**

No. WR.716

Useful Cardigan Suit, with wrap skirt, in fine grey worsted wool and several other materials.

14 coupons. **£6 . 13 . 7**

No. U.122

Smart Utility Coat in grey and various tweeds and checks. **£5 . 2 . 11**

Also others in non-Utility cloths.

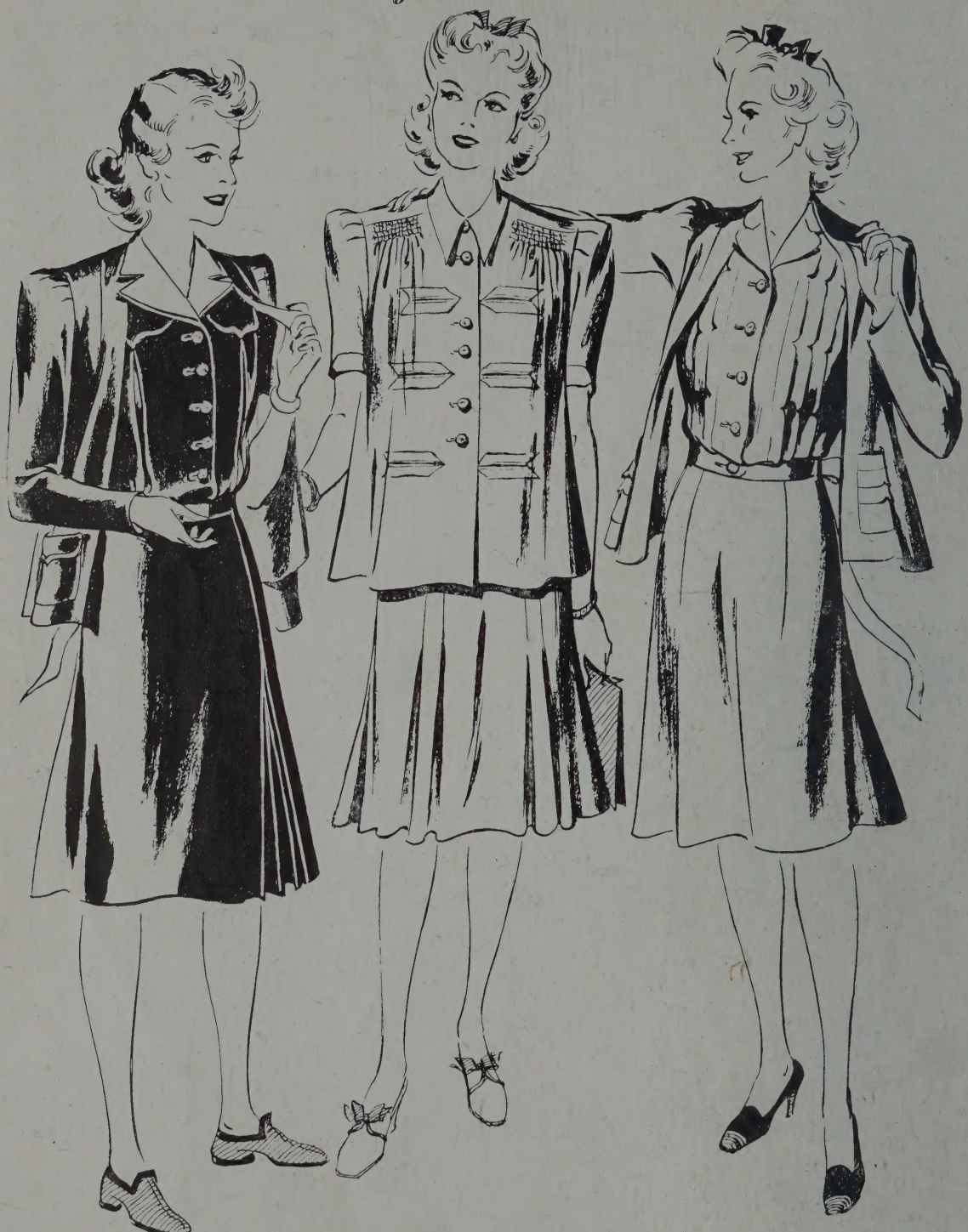
18 coupons.

No. 16334

Attractive, well-tailored Swagger Coat and wrap skirt. In several small check designs. Useful for all occasions. **£12 . 19 . 6**

24 coupons.

Three numbers from our model collection



No. R.1666

Well-tailored Two-piece, in fine quality wool and rayon material. For smart wear. **£13.19.6**

In all good colours.

19 coupons.

No. R.1693

Extremely smart Peter Pan Suit, also in wool and rayon. Suitable for all occasions. In all colours. **£10.5.6**

12 coupons.

Many other styles of these Suits in stock in plain and printed materials.

8 coupons. From **£8.9.3**

No. R.1694

A useful Ensemble which can be worn for many months of the year, either indoors or outdoors. In best quality wool and rayon. **£13.19.6**

19 coupons.

No. CH.5397

Good quality Crepe Dress. Coat effect, with contrasting or self front. All colours. **£6 . 9 . 1**

7 coupons.

No. C.640

Spotted Two-piece in washing art spun, white collar and pleats in skirt. In powder blue only.

13 coupons. **£6 . 10 . 6**

No. C.643

Smart Printed Dress with good quality marocain coatee in plain colours to tone with dress. **£9 . 9 . 7**

13 coupons.

No. M.T.949

Youthful Printed Dress and Coatee, piped contrasting trimming on bodice and pockets. **£8.15.6**

13 coupons.

No. SG.148

Useful Printed Dress in various colourings.

7 coupons. **£4.8.6**

No. S.G.38

Smart, inexpensive Two-piece. Available only while stocks last. In navy/white print. **£7.9.9**

13 coupons.

No. M.T.955

Attractive Afternoon Dress in satin-back marocain, with contrasting bow. In all colours. **£8 . 8 . 3**
7 coupons.

No. W.I.405

Washing Dress in heavy rayon with contrasting spots. Saxe/sky, grey/yellow, saxe/red, saxe/royal, rose/black. **£5 . 3 . 11**
Three other models in stock in same material.
7 coupons.

No. M.T.956

Heavy quality satin-back romaine Two-piece. Very smart. **£10 . 12 . 11**
In all colours.
13 coupons.

No. W.I.4055

Good quality printed crepe Dress in lovely colourings. Contrast trimming down front. **£6 . 14 . 3**

7 coupons.

No. S.G.742

Smart and useful plain art crepe Dress. In all good colours. **£5 . 6 . 6**

7 coupons.

No. W.I.4059
No. W.I.4058

Two inexpensive washing Dresses. Ideal for morning wear. In small floral designs. **48/11**

7 coupons.

A selection from our stock of Utility Dresses

No. S.G.512

Smart Dress in fine wool well tailored. In all colours. **69/-**

Other styles in wool in stock at same price.
11 coupons.

No. S.G.40

Attractive spotted crepe Dress, apron front. **52/5**
7 coupons.

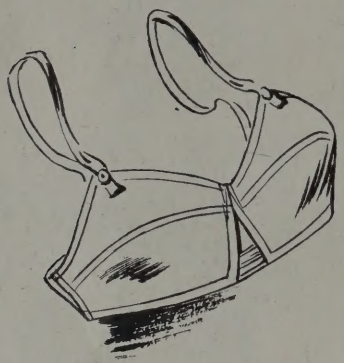
No.W.1.4060

Practical Dress in rayon spun material. In mid-blue, sea green and grey. **36/11**

7 coupons.

A few of our styles of Maternity Belts and Brassieres

If the model selected is out of stock we will do our best to send the nearest



No. B7221

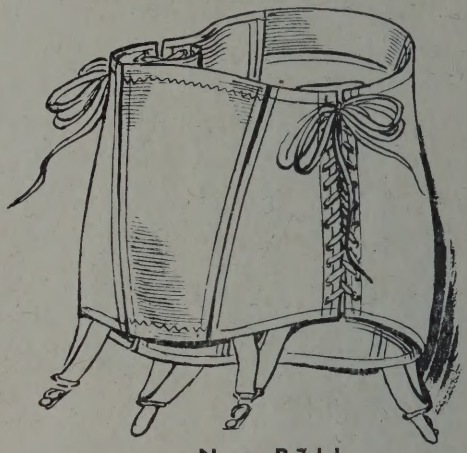
A Maternity Brassiere with button shoulder straps for nursing. Sizes 34-38.
1 coupon. **4/2**

No. R395(

Nursing Brassiere with adjustable shoulder straps.
Sizes 34-40 in. **4/-**
1 coupon. *Postage extra*

No. W2991

An adjustable Maternity Belt in Utility cloth.
Sizes 26-32 in. **15/8**
Coupon free

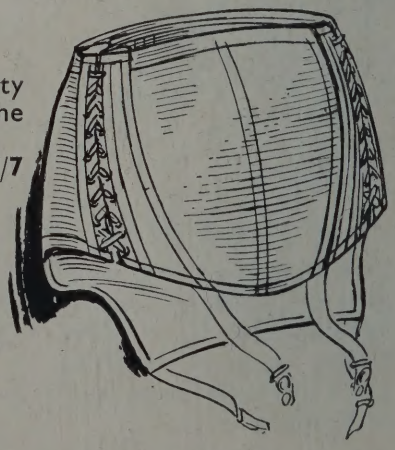


No. B711

Berlei Utility Maternity Belt. Sizes 26-32. **15/-**
Coupon free

No. GO3231

An adjustable Maternity Suspender Belt for the small figure.
Sizes 26-32 in. **17/7**
Coupon free



Camp non-Utility Maternity Belts can be supplied on a Doctor's Certificate and 3-4 weeks' delivery. Kindly sent present waist and hip measurements when ordering Corsets

Postage extra

Vacher 3-44-4½M

TERMS OF BUSINESS

GOODS ON APPROVAL.—Goods sent on approval where circumstances permit, with the exception of baby carriages and goods specially made to customer's order.

CARRIAGE.—Except in the case of bulky or fragile articles, where a charge is made to cover carriage and packing, goods are sent post free or carriage paid in this country for orders over £3. Postage and packing is charged on all orders of £3 or under.

CRATES.—Crates and Hessian Wrappers are charged for, but will be credited in full if returned.

REFERENCES.—To save time where customers have no account, remittance or two approved trade references should be enclosed with order. Accounts are due for payment on or before 10th of the month following the delivery of goods.

PAYMENTS.—To meet the difficulties created by the absence of members of our staff who are on National Service, we are obliged to make a rule that *all* purchases under £3 must be paid for at the time of purchase. Larger amounts will be entered to approved accounts if desired. Where goods are sent on approval and the amount kept is under £3 the remittance should be sent immediately the selection is made. All prices strictly net. Cheques should be made payable to The Treasure Cot Co., Ltd., or to Miss Sayers (Director).

All catalogue prices are subject to alteration owing to the fluctuations of the market.

LIST OF CATALOGUES

Any of these books will be sent you free and in a plain envelope, on receipt of a post-card stating the book you require.

M. MATERNITY WEAR

(Maternity Gowns, Coats, Costumes, Corsets, Brassieres, Surgical Belts, etc.
Post Free 2½d.

A. EVERYTHING FOR THE EVENT

(Layettes, Cots, Baths, Baskets, Accouchement Requisites and Baby Clothes.)
Post Free 2½d.

E. SHORTENING

3 months to 1 year.
(Shortening Frocks, Rompers, Undies, etc., for babies up to 12 months.
Post Free 2½d.

C. CHILDREN'S FASHIONS

from 12 months to about 8 years.
(Coats, Frocks, Hats, Suits, Shoes, Underwear, etc.)
Post Free 2½d.

We are now forbidden by law to send our catalogues free. It is therefore with great regret that we are obliged to make the small charges indicated above, which includes postage.

THE TREASURE COT CO. LTD., 103 OXFORD ST., LONDON, W.1

EXTRA COUPONS

There is an allowance of 60 extra coupons for the expectant mother, to cover her own requirements and those of her baby.

A medical certificate must be obtained from the doctor or midwife booked to attend at the birth, as soon as the diagnosis can safely be made. This should be sent to the nearest Welfare Centre, or the Medical Officer of Health for the district in which the confinement is to take place.

As soon as the birth has taken place a further issue of coupons will be made to the child, the number will depend on the length of time which must elapse before the general issue of new clothes rationing books. These can be obtained from the local Food Office on the production of a birth certificate. Coupons to cover the estimated amount of the order must be enclosed with the order.

The coupons quoted are those ruling at the time of going to Press, but we cannot guarantee no change will be made.

With existing difficult conditions and as many of our Work-rooms have been taken over by the Government, it is better, wherever possible, for our Customers to choose garments from stock, even though it entails some alterations, as we cannot guarantee any definite date for special orders. We quite realize that there are exceptional cases and we will do our utmost to meet these.

Prices and stocks change daily and we cannot guarantee that those mentioned in the catalogue are correct, but we wish to assure parents and nurses that we shall do everything in our power to maintain our reputation for sincerity and co-operation in this, the most important concern of the Nation—the welfare of the future generation.

SECTION M—Maternity Wear